

## ABSTRACT

Method And System For Authoring Content

5 Content to be served is authored by authoring a layout document which defines at least one area of a document which includes the content to be published and authoring at least one binding element which defines the identity and location of at least a portion of content and at least one style description which defines a style to be applied to a selected portion of  
10 content. Authoring of the layout document includes allocating to the at least one defined area a director to at least one binding document of the or each binding element such that when processed the published document includes in the defined area the content as directed by the binding element in the style as directed by the binding element. An appropriately  
15 programmed computer can generate such servable content, which can be served by, for example, a web server.